IT'S A

PEER PEER

EST. WORLD 2016

- VIRTUAL CONFERENCE -

Today's MC



Mark Becker
Founding Partner
Cathexis Partners

Conference Hosts











Exclusive Media Partner



Today's Schedule

• 10:00 – 11:00am How to Optimize the Peer-to-Peer Fundraising Lifecy

ENHANCING PEER-TO-PEER EXPERIENCES TO GENERATE FUNDS AND BUILD COMMUNITY: A REAL-WORLD STORY FROM AIDS HEALTHCARE FOUNDATION

Speakers



Max Alvarez
Director, Events
and Community
Engagement
AIDS Healthcare
Foundation



Jillian Schranz
Director,
Business
Development
Event 360

Session Purpose













It's a Peer-to-Peer World

#P2PWORLD

The History







Traditional P2P Teams Fundraising

Top Teams Program:

- Corporate and Family teams
 compete to raise the most
- Funds benefit the organization
- Teams encouraged to register, recruit members, and rally together on event day, with top performing teams rewarded



Beneficiary Teams Model

- Collaboration + competition
- Application process
- Funds for the **team's** community organization (match)
- Additional benefits to team by providing infrastructure
- Sponsorship potential





Focused Workshops

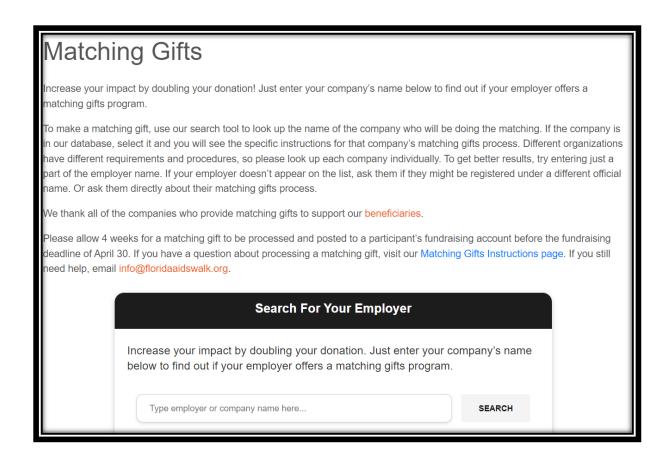
- Beneficiary teams will have questions – direct them to workshops
- Programs and details get lost in email – highlight these announcements, promos, and tips in the agenda
- Determine your cadence and record the meetings



It's a Peer-to-Peer World

Matching Gifts

- Introduced enhanced
 Matching Gifts page in 2022
- Beneficiary teams were most likely to utilize MG program
- Practice makes perfect!
 Demonstrated the live value of social media to find friends/family who worked at known matching companies



Facilitated Connections

- Facebook Groups about 30% of participants in dedicated group
- Solo Walkers email walkers with options!
- Social Offerings lip synch battle!



Key Takeaways

- Sharing is caring
- There are no new tricks in fundraising
- Start small
- All or nothing
- Consider a pilot for a beneficiary or grantee team program in 2024



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